

To whom this may concern,

I am writing to urge you to oppose NAB petition 04-160. This is an issue of service and progress. One must ask himself "Why would ANY broadcast medium oppose a service that provides an accurate and informative service to a paying consumer"? Could it be that the current broadcasters of such services are not confident in the quality of the product they currently offer? This promotes healthy competition in the medium which has resulted (historically) in a better product for the consumer. This is something that should be welcomed in a free market system. The more choices a consumer has, the better each of the respective service providers must become if they wish to remain competitive. Constant and accurate Traffic and Weather services can actually serve to increase productivity in the workplace. I am certain that hundreds of thousands of hours are needlessly taken from the workplace (on a national level) because of traffic. If 1% of those hours could be brought back to the workplace (as workers are spending less time in traffic and more time actually working) I'm sure it could in some way help our economy. Lastly, (as previously stated) this also about service. This is a valuable and quality-laden service that helps it's users become more productive Americans. In conclusion, I urge anyone involved in the decision making process to please consider the American consumers right to choose the finest and most technologically advanced goods and services in the world ! I am a husband, father of two, a veteran and a registered Voter. Please keep in consideration my right to choose where my time and money is spent.

Thank you & God Bless America !

Warmest Regards,

George Silva